I live in the East Bay area of California. The instant traffic is wonderful. I just turn to the SF/Oakland area, and I get the traffic reports well ahead of time - I know if the bridge is blocked, or if there is an accident and Cal Trans is on the scene. I do not have to wait for the local AM station (which I do not receive very well from across the bay) to switch to the traffic reports every 15 minutes, it is instant on, instant off.

Combine that with the variety of stations, music choices, lack of commercials and XM Radio is my favorite technology to be implemented since broadband Internet. If other radio stations wish to compete they should vary their music choices, and bring on more artists. Companies like Clear Channel should not be allowed to make all radio stations sound the same.